

Exhibit 38

baby powder...a family affair

for Women

JOHNSON'S Baby Powder spends more advertising dollars against women 18-49 than all competition combined. And, continues to do so...

On Television

Reaching 90% of all households telling women about 'baby soft' JOHNSON'S Baby Powder to keep them feeling fresh and clean after bath or shower.



for Your Local Market

JOHNSON'S Baby Powder provides localized sampling and advertising campaigns...

Sampling

JOHNSON'S Baby Powder samples over 90% of all new mothers through Gift Pax distribution in hospitals.



Radio

Through radio advertising JOHNSON'S Baby Powder delivers additional selling impact in local markets.



ng than ALL COMPETITORS COMBINED
fore, more often! Now it's up to you...